



From Software to Hardware in 90 Days:

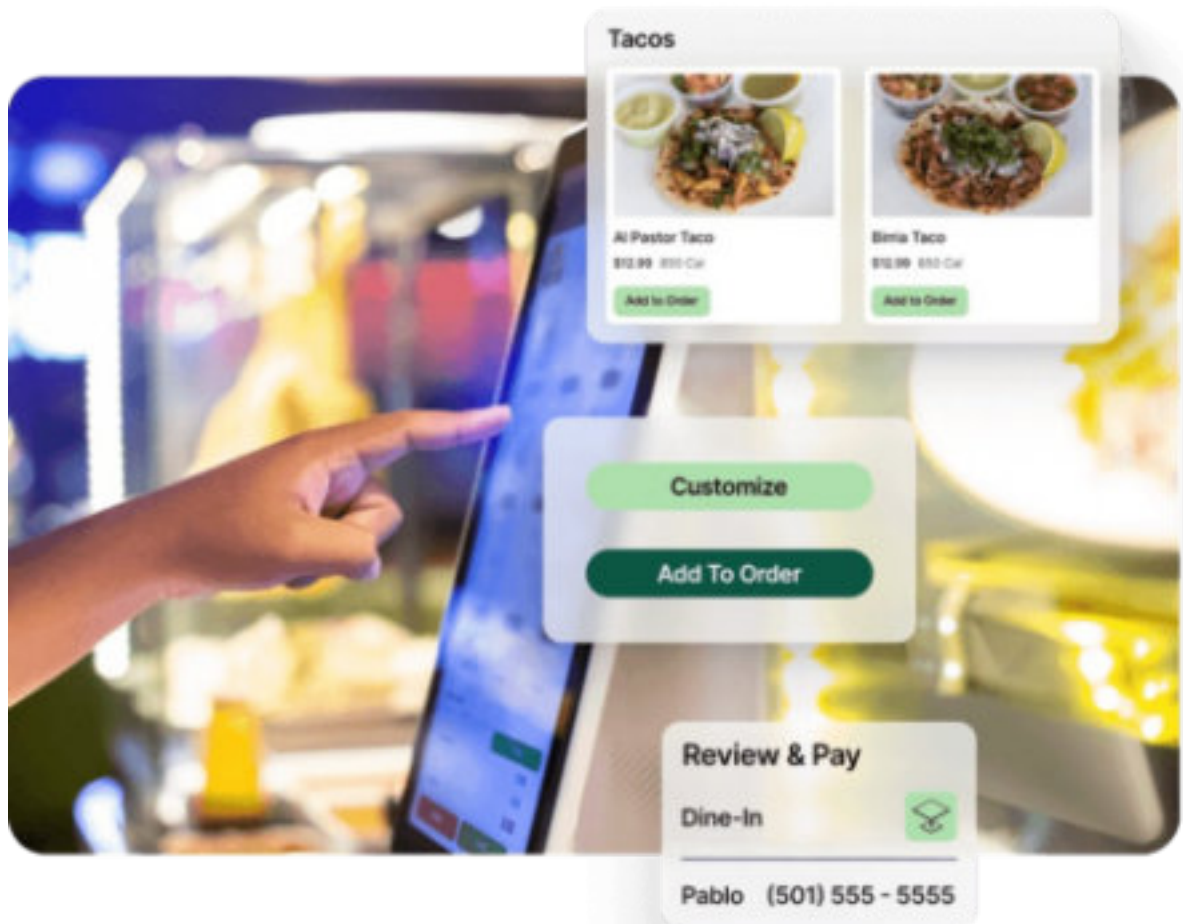
How MicroTouch Enabled Checkmate's Manufacturing Transformation



Company Background

Checkmate has established itself as a leader in digital ordering and payment solutions for the restaurant industry, serving nearly 30,000 rooftops with integrations across 40+ point-of-sale systems. Working with major brands including Inspire Brands, the company has built its reputation as a comprehensive digital platform that bridges the gap between restaurants and their customers across multiple ordering channels.

Checkmate recognized the increasing adoption of self-service kiosks, particularly among Gen Z consumers who prefer ordering independently. This trend presented an opportunity to continue transforming QSR and fast casual restaurants with innovative solutions that meet evolving customer expectations.





The Challenge: Building Proprietary Hardware

Strategic Context: Why Build Their Own Kiosk

Checkmate recognized a significant market opportunity in self-service kiosks for QSR and fast casual segments. But rather than partnering with existing kiosk manufacturers, Checkmate made a bold strategic decision: develop their own proprietary hardware.

Tony Rampacek, Director of Product for On-premise Solutions at Checkmate, explains the business drivers were compelling: revenue expansion beyond software licensing, complementary offerings that enhanced their platform, control over form factor and hardware performance to match their software excellence, and critically, control over cost structure to deliver affordable solutions without compromising quality.

“We needed to help brands meet customers where they're at. The younger generation is much more comfortable ordering themselves than talking to somebody.”

— Tony Rampacek, Director of Product, On-premise Solutions, Checkmate

Navigating Hardware Manufacturing

THE OBSTACLE:

Checkmate was a software company with no internal hardware manufacturing expertise or supply chain infrastructure.

They needed to design and build proprietary branded kiosk hardware from the ground up, source best-in-class OEM component partners for displays, stands, printers, and peripherals, and bring commercial-grade quality to market at affordable price points.

The hardware had to be OS-agnostic and hardware-agnostic to avoid proprietary ecosystem lock-in, support both Android and Windows, enable flexible MDM choices, and coordinate multiple OEM suppliers into an integrated solution—all while developing Checkmate's software to run flawlessly on the custom hardware.

"We wanted to be hardware agnostic and OS agnostic. We needed the flexibility to bring our own MDM and not be forced into using a proprietary one."

— Tony Rampacek, Director of Product, On-premise Solutions, Checkmate

The stakes were high. Checkmate needed to deliver a complete end-to-end solution for both orders and payments while meeting the quality and cost expectations of QSR and fast casual brands. Their software-focused teams needed education on commercial-grade versus consumer touch technology, and they had to develop a native kiosk application optimized for touch interaction and restaurant environments, all while managing MDM configuration. For a software company venturing into hardware manufacturing, success would require finding OEM partners willing to collaborate, educate, and support them.

The Solution:

Building a Strategic OEM Partnership

Selecting MicroTouch as the Touchscreen Display Partner

Checkmate evaluated half a dozen touchscreen display suppliers for the core component of their proprietary kiosk. Rampacek's previous experience with MicroTouch gave him confidence in both the product and the company.

"It was sort of the natural choice, you know, since I had a good prior experience with both the product and working with the company."

— Tony Rampacek, Director of Product, On-premise Solutions, Checkmate

MicroTouch checked all the boxes: best-in-class capacitive touchscreen technology, superior quality and durability for harsh restaurant environments, competitive pricing to enable affordable end-product pricing, flexible platform support for both Android and Windows without proprietary MDM lock-in, and a proven track record of partnership. That's why MicroTouch emerged as Rampacek's "easy button" for touchscreen displays.



Rapid Hardware Development

The timeline was remarkably compressed. Project start and vendor selection happened in November. By January—just two months later—they had a fully functional lab with hardware ready for deployment. An almost unheard-of achievement for a first-time hardware manufacturer.

Collaborative Partnership: More Than a Component Supplier

What distinguished the MicroTouch partnership was the depth of collaboration that went far beyond component supply. MicroTouch engineers educated Checkmate's team on the nuances of commercial-grade versus consumer touch expectations. The partnership helped achieve more streamlined decision-making in product development, delivering improved customer interactions.

"MicroTouch educated our team on commercial-grade touch technology and supported us through MDM configuration. Their expertise extended our team's capabilities and brought more cohesion to our product development process."

— Tony Rampacek, Director of Product,
On-premise Solutions, Checkmate

Rampacek notes that the accessibility across MicroTouch's organization from sales to engineering, and support, created a partnership dynamic rather than a vendor relationship. Despite Checkmate's modest initial volumes as a new hardware manufacturer, Rampacek says, "I don't feel like I'm ignored because of volume. Even though we're not driving a huge amount of volume yet for them, I never feel deprioritized."

Results & Outcomes: From Software Company to Hardware Manufacturer



Speed to Market

Checkmate achieved what most first-time hardware manufacturers consider impossible: 90 days from concept to functional proprietary hardware. Where typical hardware development cycles stretch 12+ months, Checkmate had hardware ready in two months—an unheard-of speed for a company with no prior manufacturing experience.

February through May focused on MDM configuration, software development, and template refinement. First pilots were deployed in May, with the product generally available to Checkmate's sales teams within months of project start.

Operational Excellence

The hardware quality has been exceptional. Rampacek is pleased to report zero in-store failures to date—a remarkable achievement for a new hardware product in demanding restaurant environments. Checkmate's software runs on the custom hardware platform, with easy integration into their existing platform for menu management, pricing, inventory, and POS injection. Deployment is seamless and plug-and-play for restaurant customers, with minimal friction from hardware to operational kiosk.

Business Outcomes for Restaurant Customers

Checkmate now manufactures and deploys their own branded kiosks, offering a complete end-to-end solution for orders and payments. The business case for their restaurant customers is compelling: 8-10% ticket uplift potential from self-service ordering, labor reallocation from cashiers to kitchen to eliminate bottlenecks, and meeting Gen Z customer preferences for self-service.

Consistent suggestive selling drives average order value, and for existing Checkmate customers, kiosks represent a simple add-on channel to their existing platform—lowering the barrier to entry.

"Checkmate is a tremendous partner with an outstanding team that has a laser focus on the customer. Their platform allows for scale, growth, and flexibility while remaining unique to each customer, and we are proud to partner with them on many opportunities."

— John Dittig, VP of Business Development, MicroTouch

A Successful Hardware Manufacturing Partnership

Through smart OEM sourcing with MicroTouch, Checkmate achieved commercial-grade durability with 3-5 year lifecycle expectations while maintaining competitive pricing versus premium kiosk alternatives. The hardware is OS-agnostic with no ecosystem lock-in or proprietary MDM requirements, a key differentiator in the market.

The partnership enabled Checkmate to quickly and successfully design, develop and launch a branded kiosk, now offering their restaurant customers a complete proprietary solution that opens a high-value self-service channel. Checkmate's new kiosk meets both the performance and affordability demands of the QSR and fast casual segments.

"The partnership with MicroTouch has allowed us to quickly bring best-in-class technologies to our new kiosk solutions to best serve the restaurant industry."

— Tony Rampacek, Director of Product, On-premise Solutions, Checkmate

KEY TAKEAWAYS FOR TECH PARTNERS

How MicroTouch Enabled Checkmate's Hardware Manufacturing Success:



90-DAY HARDWARE DEVELOPMENT:

Achieved functional proprietary hardware in two months—unheard of for a first-time manufacturer



TECHNICAL EDUCATION AND KNOWLEDGE TRANSFER:

MicroTouch engineers educated Checkmate's software-focused team on commercial-grade touch technology



TRUE PARTNERSHIP APPROACH:

Accessible support across sales, engineering, and technical teams



FLEXIBLE, OPEN ECOSYSTEM:

OS-agnostic hardware with no proprietary MDM lock-in, supporting both Android and Windows



COMMERCIAL-GRADE QUALITY AT COMPETITIVE PRICING:

Durable touchscreen displays with 3-5 year lifecycle expectations without premium pricing



RAPID MARKET ENTRY:

Enabled Checkmate to quickly deliver a proprietary kiosk solution that helps customers open a high-value self-service channel



MicroTouch.com | us.orders@microtouch.com | (616) 786-5353
MicroTouch Interactive, Inc., 200 East Broadway Avenue, Maryville, TN 37804

The information presented in this specification sheet is intended as general information about MicroTouch products and is subject to change.

Product specifications and warranties will be governed by MicroTouch Interactive, Inc. standard terms and conditions of sale. Products are subject to availability.

Copyright © 2025 MicroTouch Interactive, Inc. All rights reserved. MT26-1252 030626